

## **Public Relations for Natural Resources, Mining & Energy**

From a full-fledged **mining public relations** strategy to communicating science clearly, we leverage in-depth mining industry knowledge to clarify complexity, capture imaginations, and shift mindsets.

We focus on a **heavy industry-wide** stakeholders landscape, bridging the gaps and mitigating risks. Lack of knowledge leads to misunderstandings and fears. Demystification of science and industry products with advocacy campaigns focused on influencers and focus groups, multiplied with sustainable communications, develops bridges, and removes negative perceptions.

We communicate complicated science so that it is easily understood by community members, stakeholder groups, and the general public. We facilitate media coverage from industry outlets.

### *Science Communication & Design*

Communicating science clearly so non-technical people can understand helps to make informed decisions. Whether it's a permit application, an environmental assessment, or an operational concern that you need to communicate with community members or government officials, we take complex engineering, hydrology, geology, geophysics, archeology chemistry, or wildlife and fisheries studies and make the information easily understandable for non-scientists.

- We simplify complex science through simple language, graphics, and video
- We explain environmental management plans to build trust to generate acceptance
- We help organizations explain the science supporting permit applications
- We work with organizations to improve the population's beliefs about their science

<https://elevatepr.rs/>